

# INDIANA

## 2010 COOPERATIVE OPPORTUNITIES



West Baden Springs Hotel, French Lick

## COOPERATIVE ADVERTISING OPPORTUNITIES

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**Dear Tourism Partners,**

Thank you for your consideration of the 2010 Indiana Office of Tourism Development (IOTD) Cooperative Advertising Program. The goal of our co-op advertising program is to **provide assistance** to Indiana attractions and businesses in media planning and placement through **research, placement and subsidy**. The Indiana Office of Tourism Development builds the cooperative advertising program by examining industry research to determine markets, mediums and placement dates.

We are very pleased to offer several new cooperative items in 2010. Please note the addition of **cooperative research studies**. IOTD has partnered with Strategic Marketing and Research, Inc. to offer website usability and publication/advertising focus groups in three markets. Participation in this program is unlimited. We are very pleased to offer a program in which many partners can participate. Additionally, please do note the new **permission email advertising program**. The IOTD permission email program is **refined, targeted and providing excellent, proven results**.

An additional goal of the 2010 co-op program is to offer advertisers the opportunity to **layer advertising messages** within specific markets. To assist in the media planning process, included in our sales material is a media offer breakdown, both by market and by month.

For additional information on the 2010 Indiana Office of Tourism Development Cooperative Advertising Program and to place media, **please contact your regional account executive**. A contact list of regional account executives appears at the end of the cooperative media sales materials.

Thanks for your support. I look forward to working with you to market Indiana’s tourism industry.



Amy Vaughan  
Director  
Indiana Office of Tourism Development

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## COOPERATIVE ADVERTISING OPPORTUNITIES: MAGAZINE



### Arthur Frommer's Budget Travel

*Arthur Frommer's Budget Travel* (AFBT) magazine is a national consumer magazine offering practical, service-oriented coverage of domestic and international vacations. Each month, AFBT provides more opportunities than any other travel magazine for readers to tell us exactly what they are looking for in a vacation, plus their best insider tips. AFBT has a unique give-and-take relationship with more than 2.3 million readers, providing advertisers with the opportunity to connect with consumers who are truly involved in the magazine.

**Published:** 10 issues/year + 2 issues/year of *Girlfriend Getaways*

**Circulation:** 180,555 (Midwest Special Section)

**Reader Profile:** Median age 48, Median HHI \$88,424, Any college+ 72%, Male 34%, Female 66%, Median value of home \$246,510, Married 69%, Professional/Manager 38%, Take weekend trips 69%, Average domestic vacation expenditures \$2,175

**AD SIZE:** 1/6 page full color (2.125" x 4.125"); 1/3 page ad (4.5" x 4.125") equals purchase of two 1/6 page ads

#### ISSUE

April (Midwest Special Section)

September (Midwest Special Section)

#### MATERIALS DEADLINE

December 4, 2009

May 7, 2010

#### AVAILABLE UNITS

6

6

**Rate Card Cost: \$2,873**

**IOTD Co-op Offer: \$1,750**

**Rate Card Savings: 39%**

All artwork should be submitted through Advertiser Portal.



### Cincinnati Magazine

*Cincinnati Magazine* is a monthly, paid circulation publication serving the 15 counties that together make Cincinnati USA. Publishing for nearly 42 years with a focus on service, city/regional issues, and lifestyle topics for an upscale audience, *Cincinnati Magazine* showcases the region's brightest writers, editors, designers, illustrators and photographers. Cincinnati Magazine has been nominated for and won many awards for excellence in publishing, including BEST MAGAZINE IN OHIO (2008 & 2009) by the Cleveland Press Club.

**Published:** Monthly

**Circulation:** 41,507

**Reader Profile:** 60% Female/40% Male, Median Age 54.7, Average Annual Household Income \$219,000, Average Net Worth \$1.285 million, 80% have professional/managerial titles or positions / 91% have attended college.

**AD SIZE:** 1/6 page full color (2.25" x 4.125"); 1/3 page ad (4.75" x 4.125") equals purchase of two 1/6 page ads

#### ISSUE

June

August

#### MATERIALS DEADLINE

February 12, 2010

April 9, 2010

#### AVAILABLE UNITS

6

6

**Rate Card Cost: \$ 1,287.75**

**IOTD Co-op Offer: \$600**

**Rate Card Savings: 53%**

All artwork should be submitted through Advertiser Portal.

Contact your RAE for order placement. Submit all materials via Advertiser Portal.



[illegible]

*Indianapolis Monthly* is a magazine for Indiana life, entertainment, interior decorating, apparel, nostalgia, business and government (city/state). It critiques restaurants, vacation areas and local events.

**Circulation:** 46,000

**Reader Profile:** Median age 42, Median HHI \$118,200, Any college+ 89%, Male 40%/Female 60%, Home owners 94%, Average net worth \$802,500, Professional 40%

**AD SIZE:** 1/6 page full color (2.25" x 4.125"); 1/3 page ad (4.75" x 4.125") equals purchase of two 1/6 page ads

April  
May  
August

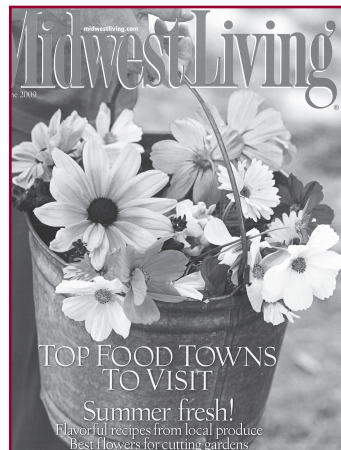
**IOTD Co-op Offer: \$600**

### Rate Card Savings: 50%

December 4, 2009  
January 8, 2010  
April 9, 2010

6  
6  
6

All artwork should be submitted through Advertiser Portal.



*Midwest Living* reaches the affluent, traveling audience who turns to our magazine for their travel inspiration. As a tourism advertiser, you will receive leads to these visitors so you can contact the right people at the right time. These readers trust *Midwest Living* as the premier travel authority of the Midwest. Indiana readership reaches 86,000 subscribers – which is the fifth highest ranking for subscriptions – the top four states with the most subscribers to *Midwest Living* happen to be each of the states surrounding Indiana.

**Circulation:** 950,000

**Reader Profile:** Median age 52, Median HHI \$69,900, College degree 68%, Homeownership 91%, Children in household 40.9%, Average vacation expenditures \$1,813 domestically

**AD SIZE:** 1/6 page full color (2.25" x 4.125"); 1/3 page ad (4.75" x 4.125") equals purchase of two 1/6 page ads

May/June  
July/Aug.  
Sept./Oct.

**IOTD Co-op Offer: \$5,500**

**Rate Card Savings: 59%**

January 8, 2010  
March 12, 2010  
May 14, 2010

$$\begin{array}{r} 12 \\ 6 \\ 6 \end{array}$$

All artwork should be submitted through Advertiser Portal.

Contact your RAE for order placement. Submit all materials via Advertiser Portal.

## COOPERATIVE ADVERTISING OPPORTUNITIES: MAGAZINE

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### Best of the Midwest 2010

*Best of the Midwest 2010* is Midwest Living's annual summer publication. This premium priced travel guide sold during the summer months (March through September) is available on newsstands in all twelve Midwestern states. *Best of the Midwest* is filled with everything Midwesterners need to vacation throughout the Midwest.

**Best of Midwest Published:** Annually

**Circulation:** 150,000

**Reader Profile:** Median age 52, Median HHI \$69,900, College degree 68%, Homeownership 91%, Children in household 40.9%, Average vacation expenditures \$1,813 domestically

**AD SIZE:** 1/6 page full color (2.25" x 4.125"); 1/3 page ad (4.75" x 4.125") equals purchase of two 1/6 page ads

#### ISSUE

Best of the Midwest

**Rate Card Cost: \$3,167.25**

**IOTD Co-op Offer: \$2,000**

**Rate Card Savings: 37%**

#### MATERIALS DEADLINE

December 4, 2009

#### AVAILABLE UNITS

12

All artwork should be submitted through Advertiser Portal.

## ONLINE ADVERTISING OPPORTUNITIES: LEAD GENERATION

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IOTD is offering an online lead generation campaign utilizing keyword search and banner advertising beginning February 1, 2010. The campaign will be optimized weekly based on cost per lead, cost per click and retargeting.

Here's how it works. A consumer clicks on the keyword or banner ad, they are directed to a landing page including required fields for brochure dissemination. The user will enter the required information and select each category of information they would like to receive. Five categories will be available for selection. Consumer may select as many categories as they choose. When each category is hovered over, the list of advertisers that have purchased that category will drop down to give the user an idea of what information they will receive. After the form is submitted, the user will receive a confirmation email listing the organizations that will be sending information.

### Category Selection

- Family Fun
- Outdoor Recreation
- Small Town Experience
- Romantic Getaways
- Museums and Galleries

The minimum media budget for this campaign is \$30,000 dollars. This media budget will be placed without a minimum number of partners. However, if more than 15 partners participate, the media allocation will increase incrementally.

**Deadline for participation:** November 13, 2009

### How to participate:

1. Sign an insertion order with your regional account executive.
2. Email the following to your regional account executive:
  - Organization name
  - Email address to receive leads
  - Category selection

**Cost to participate:** \$2,000 per category

**Lead delivery:** Via email

### Maximum number of participants:

No maximum; however, a minimum of three participants are required for each category.

### Required materials:

- Lead dissemination email address
- Organization name to be displayed
- Category selection
- Website URL

### Program timeline:

- November 13, 2009: participation deadline
- February 1, 2010: lead gen campaign begins
- February 15, 2010: advertisers will begin receiving leads via email

Submit materials for this program to your RAE

Contact your RAE for order placement.

## ONLINE ADVERTISING OPPORTUNITIES: VISITINDIANA.COM

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### VisitIndiana.com

VisitIndiana.com is the official consumer website of the Indiana Office of Tourism Development and incorporates IOTD's brand and focus on consumer-friendliness, ease of navigation and search engine effectiveness.

### Website usability and conversion research by TNS

- 71% of VisitIndiana.com users are considering a trip to Indiana, 50% actually travel.
- Users prioritize the site's features to emphasize trip ideas, value, and festivals and events.

### VisitIndiana.com Homepage Editorial

For one calendar month in 2010, your editorial can be featured prominently on the homepage of VisitIndiana.com with photographs, logo, a substantial editorial story and website click thru.

- Discounts are available for "off-peak" months—January and February.
- Homepage editorials provide a month-long sustained presence of your complete story.
- During the period January–June 2009, the VisitIndiana.com homepage received an average 247,648 page views per month and experienced a 19% increase in visitors during the same time period.
- Only one homepage editorial is available for purchase each month. The month is reserved on a first-come, first-served basis.

**Rate per Month Peak:** \$3,800

**Rate per Month Off-peak:** \$3,000

All artwork should be submitted through Advertiser Portal.

### VisitIndiana.com Contests

For one calendar month in 2010, your contest can be included on VisitIndiana.com. The contest section will describe prize giveaways and contest details, featuring a logo, photo, and website address. Consumers click thru to the contest entry page and submit lead information. Contest entries will be collected and provided as a lead database by IOTD at the end of the contest month. The winner(s) will be selected at random and designated at the end of the contest.

- Contests are lead generating.
- During the period January-June 2009, month-long VisitIndiana.com contests generated an average of 2,594 leads per contest. Nearly 38% of contest hits were converted to leads.
- There are four contests available each month. Placement order of the contests is determined on a first-come, first-served basis.

**Rate per Month:** \$2,550

All artwork should be submitted through Advertiser Portal.



## ONLINE ADVERTISING OPPORTUNITIES: VISITINDIANA.COM

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### Brochure Ad

Brochures are featured via direct link from homepage. Orders of brochure will be sent weekly via email for fulfillment. Allow three weeks for brochure ads to go live on VisitIndiana.com if submitted after January 1.

VisitIndiana.com brochure ads are available to purchase anytime throughout 2010.

- **Rate: \$1,450**

All artwork should be submitted through Advertiser Portal.

### Brochure Order Email Confirmation Message

VisitIndiana.com provides consumers with the opportunity to request information on specific locations and attractions by ordering information brochures. Upon brochure request, consumers view a confirmation page on VisitIndiana.com once the order is complete and receive a confirmation email.

For one calendar year, a targeted message can be featured on each region's confirmation page on VisitIndiana.com and at the bottom of the order confirmation e-mail to consumers. **Availability is limited to one message per region, per year.** The order confirmation message includes a 300-character (50-word) message and website link.

- **Rate per Year, per Region: \$1,800**

All artwork should be submitted through Advertiser Portal.

### Trip Planner Listing

- Trip Planner listings advertise attractions, campgrounds, festivals, information centers, lodging facilities, recreation establishments, restaurants and shops on VisitIndiana.com throughout 2010.
- Information will include a description, phone number and website link. Add photo for \$50.
- A Trip Planner Listing includes one (1) 85 X 85 pixel photo (1.18" x 1.18"), a 150-character (20-word) message and a website link.
- Allow three weeks for listings to go live on VisitIndiana.com after January 1.
- **Rate: \$150**
- **Add photo: \$50**

All artwork should be submitted through Advertiser Portal.

### Things to Do Search Ad

- Consumers may plan their trip via the Things to Do search function of VisitIndiana.com.
- Per quarter, a photo listing can be featured just below the search results on the Things to Do search page.
- Four ads will appear per page load. Two sets of ads will rotate each quarter.
- Availability is limited to eight Things to Do ads per quarter.
- Advertiser will receive 50% share of voice.
- A Things To Do ad includes one (1) 65 pixel x 85 pixel photo (.902" x 1.18"), a 150-character (20-word) message and a website link.
- **Rate per Quarter: \$800**
- **Rate per Year: \$2,400**

All artwork should be submitted through Advertiser Portal.

## ONLINE ADVERTISING OPPORTUNITIES: VISITINDIANA.COM

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### Hotel and Accommodations Search Ad

- Consumers may navigate and pick lodging opportunities via the Hotel and Accommodations search function of VisitIndiana.com.
- Per quarter, a photo listing can be featured just below the search function on the Hotel and Accommodations search page.
- Four ads will appear per page load. Two sets of ads will rotate each quarter.
- Availability is limited to eight Hotel and Accommodations ads per quarter.
- Advertiser will receive 50% share of voice.
- A Hotel and Accommodations ad includes one (1) 65 pixel x 85 pixel photo (.902" x 1.18"), a 150-character (20-word) message and a website link.
- **Rate per Quarter: \$800**
- **Rate per Year: \$2,400**

All artwork should be submitted through Advertiser Portal.

### Deals and Discounts Listings

Submit your packages or coupons via Ad Portal for placement on VisitIndiana.com. Allow three weeks for posting. This free service is available throughout the year.

### Festival and Events Listings

Submit your festival or event via Ad Portal for placement on VisitIndiana.com. Allow three weeks for posting. This free service is available throughout the year.

## ONLINE ADVERTISING OPPORTUNITIES: CONSUMER EMAIL PROGRAM

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In 2009, IOTD created a new consumer e-communications program. The program provides Indiana travel information to consumers who have requested it. The information is delivered in three monthly emails: the Big Idea (trip ideas), the Big Deal (deals and discounts) and the Big To Do (events). Editorial calendar and frequency of communication are based on email research done early 2009.

### Banner Ad

Advertisers have the opportunity to include a camera-ready banner ad and have exclusive banner advertising rights to the month selected. Banner ads will click through to the website of advertisers' choice. IOTD will provide stats reporting that includes emails delivered, emails opened, open rate and banner ad clicks.

Advertiser will have placement option of banner ad. Two options: Header of email template or in middle of email content.

Only one Ad is available for purchase each month. The month is reserved on a first-come, first-served basis.

#### The Big Idea

- IOTD deploys "The Big Idea" permission email to approximately 55,000 loyal subscribers monthly.
- Size: 504 X 62 pixels (7" x .8611")
- **Rate: \$3,500 per month**

#### The Big Deal

- IOTD deploys "The Big Deal" permission email to approximately 4,000 loyal subscribers monthly.
- Size: 504 X 62 pixels (7" x .8611")
- **Rate: \$500 per month**

#### The Big To Do

- IOTD deploys "The Big To Do" permission email to approximately 4,000 loyal subscribers monthly.
- Size: 504 X 62 pixels (7" x .8611")
- **Rate: \$500 per month**

### Featured Listing

Advertisers have the opportunity to include a featured discount, package or event to appear at the top of the email send. Placement is limited to one featured item per month. Featured Listings will click through to the website of advertisers' choice. IOTD will provide stats reporting that includes emails delivered, emails opened, open rate and featured deal clicks.

#### The Big Deal

- IOTD deploys "The Big Deal" permission email to nearly 4,000 loyal subscribers monthly. Purchasing the featured listing ad requires submitting your free Discount Listing on VisitIndiana.com via the Ad Portal. Only one Featured Deal is available for purchase each month. The month is reserved on a first-come, first-served basis.
- **Rate: \$250 per month**

#### The Big To Do

- IOTD deploys "The Big To Do" permission email to nearly 4,000 loyal subscribers monthly. Purchasing the featured listing ad requires submitting your free Festival or Event Listing on VisitIndiana.com via the Ad Portal. Only one Ad is available for purchase each month. The month is reserved on a first-come, first-served basis.
- **Rate: \$250 per month**

## COOPERATIVE RESEARCH OPPORTUNITIES: WEBSITE & ADVERTISING

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Based on recent industry feedback, IOTD is offering two types of marketing research opportunities: Website Usability and Publication & Advertising focus groups. The program below is an extension of a program AICVB members are participating in with the Hamilton Co. CVB and IOTD. Research will be conducted by Strategic Marketing and Research, Inc (SMARI). For additional information or to reserve space, **contact Emiley Matherly at [ematherly@VisitIndiana.com](mailto:ematherly@VisitIndiana.com)**.

### Web Usability Focus Groups

- Market/location: Indianapolis
- Description: As the web has become the primary information source for travelers, destination marketing organizations spend considerable resources developing and managing sites. SMARI has found the best way to understand what consumers want out of a travel site is to explore the actual usage of the site by watching and talking to people as they navigate your site as well as competitive sites. The technology SMARI uses for the evaluation process – called a WebLab – tracks usage of the sites with qualitative research that provides insight into consumer attitudes and preferences.
- Deliverable: a written report, video and Media Player files of each user's activities during the group
- Cost: \$2,000 per partner (includes two focus groups in Indianapolis)
- Number of partners: 4 per group
- Maximum number of groups: No maximum, but four partners are needed per group. IOTD will not limit the number of groups, but will require four partners per group to execute a study.
- Deadline to request participation: Friday, September 25, 2009
- Focus Group timeframe: Time is being reserved for the first two weeks in November. Should a group of four develop and request a different period of time, IOTD and SMARI will work to accommodate that request.

### Publication and Advertising Focus Groups

- Available Markets: Cincinnati, Louisville and Indianapolis
- Description: You're spending marketing dollars producing collateral but are they communicating the messages you want? This qualitative research will evaluate your printed materials – advertising and publications – to provide you insights on what pictures, graphics and text resonate with consumers. Groups can be held in your target markets to understand how your consumers view the destinations and the materials targeting them.
- Deliverable: a written report
- Cost: \$1,600 per partner, per market (includes two focus groups per market)
- Number of partners (per market): 5 per group
- Maximum number of groups: No maximum, but five partners are needed per group, per market. IOTD will not limit the number of groups, but will require five partners per group, per market to execute a study.
- Deadline to request participation: Friday, September 25, 2009
- Focus Group timeframe: Time is being reserved for the first two weeks in November. Should a group of four develop and request a different period of time, IOTD and SMARI will work to accommodate that request.

## ADVERTISING OPPORTUNITIES: ARTWORK REQUIREMENTS

**All artwork should be submitted through Advertiser Portal.**

### Magazine Artwork Requirements:

- Reader service information
- Submit full-color files for magazine or grayscale files for newspaper

### Co-Op Email Banner Ad Material Checklist:

- One Image (PDF, JPG, GIF, EPS - minimum 72 dpi)
- Size 504 X 62 pixels (7" x .8611")

### Homepage Editorial Material Checklist:

- One logo (JPG, TIF, GIF, EPS, PDF)
- Up to two images (PDF, JPG, GIF, EPS – minimum 72 dpi)
- 50 words of copy for the homepage box
- Up to 1,200-characters (200-words) of copy for second page
- Website address

### Contest Material Checklist:

- One logo (JPG, TIF, GIF, EPS, PDF)
- Up to two images (PDF, JPG, GIF, EPS – minimum 72 dpi)
- 600-characters (100-words) including prize details, black-out dates, and dollar value
- Website address
- The number of winners to be selected at the end of the contest – provide the number of winning prizes that will be given away at the end of the contest
- The e-mail address to receive all of the entries (leads) at the end of the contest
- Minimum Prize Value: \$100

### Brochure Order E-mail Confirmation Message:

- 300-characters (50-words) message
- Website address

### Trip Planner Listing:

- One (1) 85 X 85 pixel photo (1.18" x 1.18")
- 150-characters (20-word) of copy
- Website address

### Things To Do and Hotel and Accommodations Listings:

- 150-characters (20-word) message
- One image – (PDF, JPG, GIF, EPS–minimum 72 dpi)
- Website address

### Brochure Ad:

- 200-characters (25-words)
- Brochure art
- Ad copy

### Online Monthly Deadlines:

#### Date materials due in Ad Portal

January.....	November 10, 2009
February .....	December 1, 2009
March .....	January 5, 2010
April .....	February 10, 2010
May .....	March 9, 2010
June .....	April 6, 2010
July .....	May 11, 2010
August.....	June 8, 2010
September .....	July 13, 2010
October .....	August 10, 2010
November .....	September 7, 2010
December .....	October 5, 2010



## REGIONAL ACCOUNT EXECUTIVES: CONTACT INFORMATION

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### North

**Terri Grabill**

North Region Account Executive  
PO Box 588  
110 West Waterford St.  
Wakarusa, IN 46573  
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nitdc2@verizon.net

### East and West

**Kelleen Larkey**

East and West Region Account Executive  
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larkey@embarqmail.com

### Central

**Katy Cavaleri**

Central Region Account Executive  
Magnify Marketing, LLC  
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F: 317-535-9707  
kcavaleri@embarqmail.com

### South Central and South

**Darla S. Blazey**

South Central and South  
Region Account Executive  
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